

PCBIA Strategic Planning Document Of the Board of Directors Revised and Adopted February 28, 2018

1. Communications / Education

Goal - Develop and implement a communications plan to improve the exchange and availability of timely information to members.

1. Staff to continue ongoing updates to database.
2. Continue to develop an online information for businesses including information and promotional items if available. Welcome new business through personal visits, time permitting. ***A New Member Welcome Package available on the PCBIA on the Website.***
3. Staff to improve on electronic database by creating target groups. (Retail, hospitality, service, etc.) (Ongoing)
4. E-blasts delivered electronically – exceptions – Notice of AGM, Elections and information of vital nature are delivered by email and post
5. Communiques to be posted on website if applicable.
6. Board members make every effort to actively network and communicate with members including visits to new businesses.

Goal - Plan, develop and deliver relevant professional development opportunities for PCBIA members and Board of Management.

1. Host monthly Networking Breakfast meetings. Create Mix after Six events (as requested by members).
2. Port Credit BIA staff to organize (in consultation with the PCBIA Board,) seasonal Member's Breakfast with the Board. ***Two held in 2017 – Quarterly going forward.***
3. Promote online learning opportunities for members where applicable.
4. Board and staff to continue to seek educational opportunities through OBIAA and elsewhere.
5. Plan Board Governance session in 2017. ***Postponed to 2018.***

2. Branding and Marketing

Goal - Continue to use and promote the Port Credit brand and image.

1. Audit with Brand Consultant to review effectiveness of brand – ***still strong, still working well.***
2. Continue to sponsor Festivals and Events as appropriate and look for reciprocal partnerships.
3. Bus wrap for 2017.
4. Promote Port Credit as the City's Entertainment and Culinary Hub.
5. Consider opportunities for tourism development and create budget to support.
6. Continue to consider opportunities to market to Go Train commuters. ***Where budget permits, GoTrain advertising has been used.***
7. Continue to develop a 12-month calendar of events and activities.
8. Search for unique sponsorship opportunities.
9. Use digital and social media to promote activities, community and member business.

3. Boundary Expansion

Goal – Continue to develop newly expanded areas.

1. Invest in décor (planters, banners, lights) for full BIA. / ***This is an ongoing project – additional inventory purchased each year.***
2. Capture contacts for all tenants in expanded area. ***Complete.***

4. Infrastructure

Goal - Update and upgrade public land by developing streetscape where possible within the PCBIA Boundary.

1. Review the City's Master Plans for Port Credit, Lakeview, and Inspiration Port Credit initiatives with respect to a Port Credit Streetscape Master Plan. ***This task is ongoing.***
2. Create inventory list. Investigate the use of drone technology to create aerial view of streetscape. ***The use of drone technology has some limitations in main street applications.***
3. Review with City opportunities to replace interlock with attractive alternatives.
4. Investigate improving lighting with City staff. Continue to work with Mississauga Hydro to repair lighting poles as PCBIA staff to research new lighting opportunities, example solar panels. ***Ongoing – continued conversations with City staff and hydro provider.***
5. Investigate removal of underused layby parking in front of Port Credit Plaza to add streetscape. ***Request has been made.***
6. Investigate reuse of two heritage signs. ***Signs budgeted in 2018.***
7. Where opportunities exist; support public art in partnership with the City of Mississauga and possible sponsors.
8. Increased spending on landscape and streetscape beautification.

Goal - Work with City Departments to improve vehicular and pedestrian traffic conditions.

1. Discuss areas of concern including pedestrian crossing at Wenonah Avenue and Front St. S. ***Request made.***
2. Ask City to consider addition of full set of traffic lights at Elmwood Avenue. ***Request made.***
3. Continue to meet with City staff to improve parking concerns. ***Annual Meeting.***

5. Advocacy

Work with City staff to improve understanding of PCBIA role and status.

- Jim Tovey to assist Port Credit BIA and City of Mississauga with an MOU. ***While we have not been successful in the creation of a Memorandum of Understanding, we have been assigned a City Liaison.***
- Board and staff to intentionally raise profile of PCBIA through networking and lobbying efforts where applicable.
- General Manager, Ellen Timms remains key spokesperson.
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6. Business Retention and Outreach

Goal: Support the economic health of our membership.

1. Develop stronger ties with the City Economic Development Office.
2. Improve communication with property owners.
3. Monitor vacancies and continue to request information regarding difficulty in finding sustainable tenants.
4. Investigate a Virtual Port Credit for online economy. Port Credit BIA to fully enter Digital Main Street by 2020.

7. Health, Safety and Risk Management

Goal: Ensure the health and safety of our stakeholders in every project that we undertake.

1. Review annual insurance renewals.
2. Make all events safe and secure for participants and the audience.
3. Create a respectful workplace.
4. Liaise with Peel Regional Police and create a two-way conversation.
5. Attend Safe City Mississauga Committee.

Accessibility

Goal – Improve accessibility for all in Port Credit.

1. Safety and Accessibility are a priority in event planning. ***Hazards & Risks Director and Safety & Security Director to perform in onsite inspection at all PCBIA public events.***
2. Provide members with the opportunity and knowledge to comply with the (AODA) Accessible Ontarians with Disabilities Act.
3. Addition of Browsaloud software to the PCBIA website. ***Added to PCBIA websites in 2017.***
4. To assist members to participate in the Stop Gap program (portable ramps for one-step entrances).
5. Promote and assist members in online learning opportunities and workshops if available.